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MILLER, MARY GAUTHIER. Preferences of a Group of College Women for Certain Standard Features of Selected Categories of Female Sportswear. (1969) Directed by: Dr. Eunice M. Deemer. pp. 74

This study was a survey to determine the standard features of skirts, blouses, and bifurcated outer garments preferred by a group of college women. A survey questionnaire was given to undergraduate women residing in the dormitories at The University of North Carolina at Greensboro.

An analysis of the data revealed that the preferred skirt features were the A-line silhouette, waistband, and pocket(s) concealed in the side seam(s). The blouse features preferred were as follows: a front closing; either bermuda or button-down collar styles; long sleeves in winter and sleeveless in summer. The features of bifurcated outer garments preferred were as follows: a waistband; either a left side or front closing; pocket(s) concealed in the side seam(s).

The majority of the respondents stated no preference for brand names, bought sportswear in the \$3.00 to \$12.00 price range from department and specialty stores.

Further analysis revealed that students from the upper income families, rather than those from families of \$15,000 and less, wore sportswear more often, paid more for sportswear items, and thought becomingness and fit, respectively to be the two most important factors for consideration when buying sportswear.



PREFERENCES OF A GROUP OF COLLEGE WOMEN FOR CERTAIN  
STANDARD FEATURES OF SELECTED CATEGORIES  
OF FEMALE SPORTSWEAR

by

Mary Gauthier Miller

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# APPROVAL SHEET

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## CHAPTER I

### INTRODUCTION

Today, more than ever, consumers are demanding greater satisfaction from the products which industry produces. If consumers do not feel that a product meets their needs, they will not buy it.

Discovering the wants and needs of the consumer has become an economic necessity for the manufacturer of consumer goods. Products must be "consumer oriented" if a business is to succeed.

In 1776 Adam Smith in his book The Wealth of Nations made the following statement concerning the producer-consumer relationship.

Consumption is the sole end and purpose of all production and the interest of the producer ought to be attended to, only so far as it may be necessary for promoting that of the consumer [p. 159].

He believed that the producers of the eighteenth century were interested mainly in the money-making end of the business rather than the needs of the consumer.

Today, however, with the recognition that the consumer is the center of the "economic universe," there has been a reorientation of the traditional business thinking which has come down through the ages from the old mercantile system prevalent in Adam Smith's day.

The consumer, the man, woman, or child who buys a product, demands a high degree of satisfaction and it is this satisfaction that

supplies the social meaning for all economic activity. As this economic activity grows and develops, the quantity and variety of consumer goods increases. The increase in variety consists mainly of innovations on already existing products rather than new products, but the consumer still has a greater number of items from which to choose and to meet his individual needs more closely.

In an attempt to meet the needs of the consumer and because of the problems of distribution resulting from the advance of scientific technology and mass production, the area of marketing research developed. The first crude attempts at marketing research took place during the nineteenth century. These proved very successful and marketing research has continued to develop through the years. Today such research is recognized as a highly effective marketing tool.

At a symposium on the successful marketing of new consumer products, participating members of The National Industrial Conference Board divided marketing research into the following six stages:

1. Continuous surveillance of market developments and consumer desires to uncover needs not being fully met by existing products.
2. The concept test to see whether the idea for a specific new or improved product favorably impresses the potential consumer.
3. The product test to see whether the product embodying the concept proves satisfactory and desirable under conditions of normal use.
4. Simulation of purchase decision process to combine all elements, and test the "total concept" and to achieve as much realism as possible short of going on sale in a store.
5. The miniature market test to see whether and to what extent people will buy the product in a store.

6. The market test to decide whether to drop product, revise it, or place it in general distribution [p. 36].

#### Purpose of the Study

Because of the large scale on which manufacturers of consumer goods must operate, it is to their advantage to conduct research in the many phases of the marketing operation, and in particular that of product development. The National Industrial Conference Board lists discovering the needs of the consumer as the first step in doing research on product development.

One of the methods used most often in studying the needs and desires of the consumer is that of the questionnaire or survey. In conducting this study a questionnaire was developed specifically for the purpose of determining whether college women have preferences for selected characteristics of female sportswear. The garments studied were blouses, skirts and bifurcated outer garments.

The most important characteristics about which information was sought included:

1. Location of garment opening
2. Fabric appearance
3. Length of bifurcated outer garment
4. Length of blouse sleeve
5. Type of collar on blouse
6. Shopping habits when buying sportswear.

### Definition of Terms Used

Consumer refers to one that utilizes economic goods. The person who wears the garment.

Consumer-oriented refers to all manufacturers' decisions made with the consumer in mind.

Consumer preferences refers to what the consumer wants as indicated by the purchase of one item over another belonging to the same product class.

Female sportswear refers to the trade term used to distinguish sports clothing made for women and girls from that made for men and boys.

Marketing refers to the business of transferring goods and services from producer to ultimate consumer.

Marketing research refers to gathering, processing, and analyzing data relating to the transfer of goods and services from producer to consumer.

Sportswear refers to clothing suitable for recreation and relaxation; specifically, to blouses, skirts, and bifurcated outer garments.

## CHAPTER II

### REVIEW OF RELATED LITERATURE

It has become of great economic importance to the manufacturer to meet the needs of the consumer. To become aware of these needs, the judicious manufacturer maintains a continuous surveillance of market developments.

A review of related literature was made to provide background information and factual knowledge for this study. The most pertinent literature has been grouped in the following three divisions: (1) history of marketing research, (2) importance of marketing research to industry, and (3) selected literature related to consumer preference studies.

#### History of Marketing Research

The field of marketing research, as recognized today, is a relatively new field. Marketing research, however, was conducted in Biblical times by the Children of Israel who sent representatives to the markets of Canaan to sample the produce of the country. Nearer the present time is the parallel success of the German financier, Meyer Arschel Rothschild. Much of his success has been credited to the fact that his widespread organization was able to acquire market information before his competitors obtained it (Lockley, 1950).

It was the nineteenth century before specific procedures,

similar to those used in marketing research today, became familiar but were not especially popular. These procedures include the survey and polls. The French statistician, the Marquis Pierre Simon de Laplace, estimated births and marriages from surveys he had taken. Pierre Guillaume Frédéric Le Play used sampling surveys to measure the spending patterns among working class families. In England, William Eden used sampling surveys to estimate the size of England's labor force (Blankenship & Doyle, 1965).

Interest in predictions from surveys was not limited to Europe. In the United States the field of journalism was most active in predictions. As early as 1824 the Harrisburg Pennsylvanian used straw votes in an attempt to determine the nation's attitude toward the presidential candidates. During the same year the Raleigh Star took polls at political meetings in North Carolina in another attempt to measure the strength of the presidential candidates (Lockley, 1950).

While these activities were not true marketing research, they were measuring, or at least trying to measure, consumer preferences with some of the tools which are presently used in marketing research.

The first real marketing research was done in 1879, more by accident than by foresight. N. N. Ayer & Son, an advertising agency, which is one of the largest agencies in the United States today, compiled a schedule of advertisements to meet the needs of the Nichols-Shepard Company, a manufacturer of agricultural machinery. In preparing this schedule the agency sent inquiries to state officials and publishers throughout the country for information on grain



production in their particular area. Thus, the agency had collected data which could be considered a crude market survey (Lockley, 1950).

The survey mentioned above, although successful, had no immediate effect on commercial research study. Near the turn of the century, advertising agencies began to employ psychologists. Harlow Gale at the University of Minnesota used mail questionnaires in 1895 to obtain opinions on advertising. In 1900 Manin's Advertising Agency employed George B. Waldron to do qualitative research. Walter Dill Scott, later president of Northwestern University, conducted a program of experimental research on advertising in 1901 for the Agate Club of Chicago (Coolsen, 1947).

By the second decade of the twentieth century, marketing research had "arrived." Many business leaders realized that if industry was to attain national scope a knowledge of the market and marketing processes was necessary. This caused marketing research to become much more important (Lockley, 1950).

Between 1910 and 1920 several commercial companies set up marketing research departments. The largest departments were those of Curtis Publishing Co. founded in 1911, the U. S. Rubber Co. in 1916, and Swift and Co. in 1918. The two latter firms were inspired to establish departments of commercial research similar to that of Curtis (Lockley, 1950).

Before 1918 nine new departments for marketing research had been established in various companies. By 1928 five additional departments had been set-up and this number rose to 32 by 1938. The number of



marketing research departments continued to increase and by 1958-1962 the total was 502 (Blankenship & Doyle, 1965).

During this same period, the marketing research firm was also making its appearance. These firms gather, process, and sometimes even interpret data for commercial enterprises.

One of the foremost business leaders of the 1900's was J. George Frederick. Keenly interested in the concept of marketing research, he organized the Business Bourse, a business research firm. Mr. Frederick has estimated that in 1910 less than \$50,000 was spent in gathering market information, both formally and informally (Lockley, 1950).

R. O. Eastman was another early believer in marketing research.

In 1911, while advertising manager of the Kellogg Company of Battle Creek, Michigan, Mr. Eastman interested between forty and fifty members of the Association of National Advertising Managers--as the Association of National Advertisers was then called--in a cooperative postcard questionnaire on magazine readership. This early study may have been the first systematic readership research done . . . [Lockley, p. 734].

By 1916 Mr. Eastman had gone to work for Fuller and Smith, an advertising agency. He became so involved in another cooperative survey that he opened his own firm, Eastman Research Bureau. His first clients included Cosmopolitan, the Christian Herald, and the General Electric Company (Lockley, 1950).

The 1930's saw the rise of many research firms, several of which are still in existence. Some of these have specialized in particular types of research. The Psychological Corporation specializes in a quarterly consumer study of public reaction to various topics and Daniel Starch and Associates specializes in readership studies. Other

such firms are Willmark Research Corporation, C. E. Hooper, Inc., Lloyd Hall and Associates, Ross Federal Research Corporation, Stewart Dougall and Associates, Crossley, Inc., Elmo Roper and Associates, and A. C. Nielsen. From the 1930's to the present, the number of research firms has increased (Blankenship & Doyle, 1965).

The growth of the number of research firms is further evidenced by counting the firms listed in the Manhattan Directory of Yellow Pages. In 1940 there were sixty-nine listings. In 1950 this number had increased to 141 and by 1960 it was 255 (Blankenship & Doyle, 1965).

Another important milestone in the development of marketing research was the interest of the United States Department of Commerce. On October 29, 1926 a conference was held in Washington which enabled the department to make the 1929 Census of Distribution and to plan and execute other surveys (Lockley, 1950).

Thus, with the government supplying economic data on a large scale, the field of marketing research flourished.

#### Importance of Marketing Research to Industry

The Industrial Revolution brought about a great change in the tempo of American business and this change in pace has continued at an ever increasing rate to the present day. Marketing decisions have become increasingly complex and the need for marketing research more obvious. Boyd and Westfall (1964) list several factors which have helped to create this situation. Their list includes the following:

1. The rapidly changing character of the American domestic market, including such things as population growth and changing age composition, growth of the suburbs, rising

incomes, and growth in home ownership.

2. Increased competition from a variety of sources--not only other brands of the same product, but substitute products (aluminum vs. steel) and whole product categories (the trip to Florida in lieu of a fur coat).
3. The expanding world market which offers great opportunities but at considerable risk.
4. Rapidly changing technology [Boyd & Westfall, 1964, p. 3].

As these factors become more important to the manufacturer, the problems involved in marketing a new product become more complex. It has been estimated that only one idea out of over five-hundred ideas results in a successful new product (Marting, 1964). From this statement it is obvious that the cost of developing these ideas and having only one succeed is extremely high.

The American Marketing Association polled 65 firms engaged in research and development activities, all of which this organization considered to be well managed. From the information obtained, it was estimated that only about 20% of the dollars spent on new product development is actually spent on the development of commercially successful products (Jones, 1964).

The probability that a new product will fail after it has been placed on the market is high. The most frequently cited estimate is that only eight percent of the approximately 6,000 new products introduced each year have a "life expectancy" of even one year (Conner, 1964).

The reasons cited most frequently by company executives as reasons for the failure of a new product are inadequate market analysis,

product defects, and higher costs than anticipated (National Industrial Conference Board, 1967).

These factors also help to increase the costs of introducing a new product in the market. It may cost between \$10 and \$15 million to market a new product and this does not include the costs of research and development, plant and equipment outlay, or executive personnel time. With these expenses, a firm needs to be "market oriented." Market orientation refers to the fact that a firm needs to base its activities on the needs of the consumer controlled market (Boyd & Westfall, 1964). Adequate marketing research before the product is put on the market would reduce the number of product failures and this in turn would help reduce production costs.

Phelps (1964) in his article "The Place of Marketing Research in Economic Activity" stated that the major concern of marketing research is to obtain accurate answers to the major questions of business. These questions are "what to produce or handle, when and how much to produce, where to place the product over the market, where to direct sales effort, and what price to charge [p. 213]."

Answers to questions concerning marketing research are ever changing and so must be regularly answered anew, as often as each season. The questions must be answered accurately, but this is a difficult task because the simplicity of the questions is deceiving (Phelps, 1964).

Cassady in his article, "Market Measurement: in a Free Society," said that the "key to intelligent competitive activity is market

research which seeks information about consumer wants and behavior patterns to serve as a basis for effective marketing activity [p. 216]."

#### Consumer Preference Studies

The amount of published research in the area of clothing preferences is limited. Much of the work has been done for clothing manufacturers who keep the results confidential for competitive reasons. However, some general research has been published.

In 1964 Moore conducted a national poll of Teen Board members' preferences for 62 fabrics which could be used for spring or summer garments. There were 815 girls from 31 cities across the nation participating in the poll. The respondents were asked whether they liked the fabric and how they would like the fabric used. It was found that although the garment styles preferred varied considerably from city to city, "fabric preferences in each of the 31 cities surveyed were essentially the same as total national preferences [p. 2]." When end use of fabric was considered, the individual cities again rated very close to the total national preferences. The girls indicated that color played an important role in their evaluations.

Men's Clothing Preferences. DuPont has conducted several studies on the clothing preferences of men. In 1963 one study was conducted by Westmore who surveyed 244 college age men and 218 members of the United States Junior Chamber of Commerce (Jaycees). He found that the collegians were more representative of bachelors and their tastes while the Jaycees were more representative of married men. Westmore concluded



that marriage appeared to be a turning point in the styles of dress chosen by his sample. The young marrieds reported a change from very stylish, casual clothes worn before marriage to more conservative styles with emphasis on easy-care features after marriage (DuPont, Fashion Conference, 1964, p. 21).

In 1964 a second study was sponsored by DuPont. This one consisted of a College/Career Fashion Conference involving 39 young men, 21 college juniors and 18 state and national officers of the United States Junior Chamber of Commerce. Participants were asked about their ". . . likes, dislikes, habits and preferences . . . 'reasons why' young men wear what they do and what they intend to buy this Fall [p. 1]." They were shown many sportcoats, tailored and casual slacks, suits, outerwear, dress and sport shirts, rainwear, knitwear, and footwear. They were asked questions concerning the individual style features, fabric, price, color, and to give a general opinion of each garment. Additional questions were asked about the importance of brand names, the shopping habits of each participant, and the occasions for which garments were bought.

At this conference it was found that the college juniors chose their clothing by brand names and individual style features while the Jaycees chose clothing by a store's reputation and the services it offered.

A third study conducted by DuPont was concerned with the apparel interests of college men and non-college men in the 18-24 year age bracket. This study revealed that there were differences in the

apparel interests of the two groups. The college man was more interested in quality and style of garments than his non-college counterpart. He not only paid more for his clothes but also bought 50% more apparel items than the non-college man. The non-college man's largest apparel expenditures occurred during the January sales period while the college man's largest apparel expenditures were in September. The average monthly apparel expenditures for the other months remained approximately the same for both groups.

For both groups the most important sources of influence on what was bought were personal friends, magazine advertisements, and young men's specialty stores [DuPont, Young Man's Market].

Preferences and Personality. Many clothing preference studies have attempted to relate clothing or various aspects of clothing to personality characteristics.

Aiken studied the relationships between dress and certain measures of personality. He developed a clothing opinionnaire of 80 statements from the clothing-type descriptions of Hartmann and Flugel and the findings of Barr and Silverman. This opinionnaire was administered to 300 college women registered in a sophomore level psychology course. The replies were analyzed and the final revised opinionnaire consisted of 33 randomly arranged statements. These statements fit into one of five groups: "Decoration in Dress, Comfort in Dress, Interest in Dress, Conformity in Dress, and Economy in Dress [p. 121]."



The subjects for the main part of this study were 160 of the 300 original students. These students were given the revised opinionnaire, the Allport-Vernon-Lindzey Study of Values, the California Psychological Inventory, and the Sixteen Personality Factor Questionnaire. The Scholastic Aptitude Test scores of each participant were available to the researcher. Correlations were computed among the three psychological measures, Aiken's original and revised questionnaires, and the Scholastic Aptitude Test scores.

The results of the data analysis showed that there were some significant relationships between the dress clusters and personality variables. Aiken found that there were 13 personality variables which correlated significantly with decoration in dress. Those who scored high on decoration tended to be uncomplicated and socially conscientious. Seven personality variables were significantly correlated with comfort in dress and Aiken concluded that those who scored high on comfort tended to be controlled extroverts. Interest in dress correlated significantly with 10 personality variables. Like those to whom decoration in dress was important, those who were high scorers on clothing interest also tended to be socially conscientious and uncomplicated. However, this group also indicated adjustment difficulties. The conformity in dress group correlated significantly with a large group of conformity variables indicative of conventionality and submissiveness. Six personality variables correlated significantly with the economy in dress group. Those who scored high in the economy in dress group tended to be intelligent and efficient.

In 1961 Compton developed a fabric preference test. It consisted of 78 colored slides of apparel fabrics presented in a paired-choice situation. The fabrics varied with respect to texture, chroma, value, warm versus cool colors, design size, and figure-ground color value contrast.

After this test was developed, it was used to study the relationship between selected physical and personality characteristics and certain aspects of color and design in clothing fabrics. The participants in the study were 145 college freshmen women in the School of Home Economics at the University of Maryland. Students were divided according to their responses for eleven fabric variables, and a comparison was made between the fabric variables and selected physical characteristics. The Johnson Home Economics Interest Inventory and the California Psychological Inventory were also administered to the participants.

It was found that physical characteristics were independent of all color and design variables. Also, those who preferred small designs were shown to be more interested in clothing merchandising on the Johnson Home Economics Interest Inventory than were those who preferred large designs. Students preferring deep shades and saturated colors scored higher on sociability on the California Psychological Inventory, and those who preferred small designs scored higher on femininity than those who preferred large designs.

Wunderlich investigated preferences for specific lines in clothing and home furnishings and the relationship of these preferences

to certain personality traits. The subjects of her study were 115 single women 20 to 30 years of age, who were elementary education students at The Pennsylvania State University. She found that there was no relationship between the stated preferences for curved lines in clothing and curved lines in home furnishings. Significant relationships did exist for preferences for intermediate and straight lines, both in clothing and home furnishings. When relating line preference to personality traits, this study showed that a significant relationship did exist between curved lines and femininity and between straight lines and masculinity.

This review of literature has reported on a very brief history of marketing research, the increasing importance placed on marketing research by industry, and the expanding emphasis on consumer preferences as related to product development and to selected personality characteristics. The research conducted by industry has placed particular stress on what specific features the consumer likes and dislikes about an existing product and the suggestions by the consumer for improvements in the product.

### CHAPTER III

#### PROCEDURE

The steps used to determine whether college women have preferences for selected characteristics of female sportswear were: (1) the development of an instrument to collect data, (2) the selection of subjects, (3) the collection of data, and (4) statistical treatment of the data.

#### Development of the Questionnaire

An instrument was needed to conduct this study but none containing questions to elicit the desired information was available. Therefore, a survey questionnaire was developed specifically for this study.

The items for the questionnaire were selected from or based upon information found in the review of related literature and from interviews with merchandising personnel of a sportswear manufacturing firm.

The 45 items on the questionnaire were divided into four groups: one group for personal data, and three groups for items on skirts, blouses, and bifurcated outer garments, designated as pants in the questionnaire. The personal data section included questions pertaining to class rank, major, family income, shopping habits, prices usually paid for sportswear, and specific brand names of sportswear usually purchased. The section on skirts asked about skirt silhouette, fabric

and finishes, location of closing, pocket styles, waistband, and belt. The blouse section asked about blouse silhouette, location of closing, fabric and finishes, sleeve lengths, collar styles, and cuff types. The section on pants asked about location of closing, fabric and finishes, stretch pants, pocket styles, pants lengths, waistband, and belt.

The questionnaire was pretested with a group of 11 undergraduate women. It was then revised and tested with a group of 28 graduate students residing in University housing at The University of North Carolina at Greensboro. Additional revisions were made and the revised questionnaire was administered to the participants of the study. (Appendices A, B, and C).

#### Selection of Subjects

The group chosen to participate in this study was the undergraduate college women matriculated and residing on the campus of The University of North Carolina at Greensboro. All women residing in the university dormitories were asked to answer the questionnaire. However, students were given the choice of answering or not answering.

#### Collection of Data

Because each residence hall is divided into sections having accommodations for approximately 20 women, a student leader is elected for supervising special activities and for disseminating announcements to the students living in her section. The leader of each section received sufficient copies of the questionnaire for her section from



the residence hall counselor. Each leader also received a sheet explaining the purposes of the study and directions for asking the girls to participate. (Appendices A, B, and C) The directions were read to the girls before the questionnaires were distributed. The completed questionnaires were returned within a week.

### Statistical Treatment of Data

The data of the 1604 questionnaires were analyzed for:

(1) stated preferences for selected garment features; (2) the relation of family income to sources used for gaining information concerning new sportswear styles, to the frequency of wearing sportswear, to the price range in which sportswear is purchased, and to the factors considered when buying sportswear; (3) the relation between college major and factors considered when buying sportswear; and (4) the relation between place of residence and type of store in which sportswear was purchased.

The statistical procedure used for determining differences between uncorrelated proportions was as follows:

$$Z = \frac{p_1 - p_2}{\sqrt{p_e q_e \left( \frac{N_1 + N_2}{N_1 N_2} \right)}} \quad \text{where}$$

$p_1$  and  $p_2$  are the percentages of each group respectively, and  $\bar{p}_e$  is  $\frac{N_1 p_1 + N_2 p_2}{N_1 + N_2}$ , where  $N_1$  and  $N_2$  are the sizes of each sample respectively,

and  $\bar{q}_e$  is  $1 - \bar{p}_e$  (Guilford, pp. 185-186).

## CHAPTER IV

### FINDINGS AND CONCLUSIONS

General data about the subjects and their sportswear preferences will be discussed in this chapter.

The number of questionnaires distributed in this study was 3,175. Of these, 72% or 2,292 questionnaires were returned and 1,604 or 70% were answered completely and used in the study.

Data from the respondents included: (1) class rank, (2) college major, (3) family income, (4) place of residence, (5) acquisition of sportswear, (6) wearing of sportswear, (7) sources of sportswear styles, (8) selected factors influencing purchase of sportswear, and (9) price ranges of sportswear purchased.

#### General Data Concerning Subjects

Class Rank. Of the 1,604 questionnaires used in this study, 601 of the respondents were freshmen, 422 sophomores, 343 juniors, and 238 seniors.

College Major. The college majors of the respondents were grouped into the following nine categories: Home Economics, Physical Education, Education, Language, Fine Arts, Social Science, Physical Science, Business, and Undecided. Table 1 shows the frequency distribution and percentage of subjects by college major.



TABLE 1  
Frequency Distribution and Percentage of  
Subjects by College Major

Major Classification	Frequency	Percentage
Education	324	20.2
Physical Science	258	16.1
Language	245	15.3
Home Economics	208	13.0
Social Science	206	12.9
Undecided	140	8.7
Fine Arts	110	6.9
Business	68	4.1
Physical Education	45	2.8
Total	1604	100.0

Many of the undecided group were first semester freshmen and had not yet declared a major area of study.

Family Income. Table 2 gives the distribution of subjects by the approximate annual family income. A space was provided for those who did not know their family income. It was checked by 23.5% of the respondents.

TABLE 2  
Frequency Distribution and Percentage of Subjects  
by Approximate Annual Family Income

Income Range	Frequency	Percentage
\$0-\$3,000	36	2.2
\$3,000-\$6,000	175	10.9
\$6,001-\$9,000	290	18.1
\$9,001-\$12,000	296	18.5
\$12,001-\$15,000	187	11.7
\$15,001-\$18,000	88	5.5
\$18,001-\$21,000	43	2.7
\$21,001-\$25,000	38	2.4
\$25,001-\$30,000	27	1.7
\$30,001-\$40,000	14	0.9
Over \$40,001	29	1.8
Do Not Know	381	23.6
Total	1604	100.0

Place of Residence. The largest proportion of subjects (40.1%) indicated place of residence as suburban, while there was an almost equal distribution of subjects in the urban (29.6%) and rural (30.4%) categories.

### General Information About Sportswear

Acquisition of Sportswear. The respondents were asked to indicate whether they made their own sportswear or purchased it ready-made. The majority or 69.9% of the subjects bought their sportswear ready-made while 29.3% made most of theirs. Less than 1.0% of the respondents indicated that they did both, although this information had not been specifically requested.

When buying sportswear, 86.7% of the subjects said that they patronized stores in or near their home town. The types of stores most often patronized by the respondents were department (54.5%) and specialty stores (27.8%).

Wearing of Sportswear. When responding to the question concerning the use of sportswear, 55.8% of the subjects checked that they wore some item of sportswear daily and 38.3% indicated that they wore some item of sportswear at least several days a week.

In response to the question about activities for which sportswear is customarily worn, 87.0% of the subjects indicated that they participated often in such activities.

Sources of Sportswear Styles. Eleven sources of information about new sportswear styles were listed and the subjects were asked to check the ones they used to learn about new styles. Table 3 gives the frequency and percentage of subjects who used each of these sources.

TABLE 3  
Frequency Distribution and Percentage of Style Sources

Source	Frequency*	Percentage
Store window display	1503	93.7
Mail order catalogues	1366	85.1
Others (pattern books, family member, etc.)	1356	85.0
Direct word-of-mouth	1056	65.8
Newspapers	947	59.0
T V	580	36.1
Fashion shows	475	29.6
Observation of other's clothing	436	27.1
Movies	412	25.6
Radio	210	13.0
Magazines	104	6.9

\*Each choice could have been checked by all (1604) subjects.

Selected Factors Influencing the Purchase of Sportswear. Nine factors were used. The subjects were asked to rank from most to least important. The factors believed to be major considerations in the purchase of sportswear. These factors were: garment appearance on counter, color, price, fit, becomingness, style, brand, special finishes, and care required. These were then ranked ordinally, as shown in Table 4.

The ordinal position of each factor was determined by the highest number of respondents who placed the factor in a particular position.

TABLE 4  
Position of Selected Factors Influencing  
the Purchase of Sportswear

Position*	Factor
1	Becomingness
2	Fit
3	Style
4	Color
5	Price
6	Care required
7	Special finishes
8	Brand
9	Garment appearance on counter

\*Position 1 indicated factor rated as most important, position 9 the least important.

Garment appearance on the store counter was rated as least important and was placed in the ninth position by 65.8% of the respondents. This percentage was greater than that found for any other factor. This might be interpreted as indicating that the appearance of a garment on the store counter is not important to these subjects or

that store personnel are displaying sportswear merchandise satisfactorily.

To the question concerning buying sportswear by brand name, 62.6% of the respondents indicated that they did not buy by brand name and 1.0% indicated that they sometimes did. The latter information had not been requested.

The fact that the majority (62.2%) of the respondents indicated that they did not buy by brand name seems to correspond to the fact that brand was listed in the eighth position when ranked for importance when purchasing sportswear.

Price Ranges of Sportswear Purchased. Table 5 gives the frequency and percentage of subjects purchasing selected items of sportswear in specified price ranges.

Price Range	Frequency	Percentage
\$0.01 - \$4.99	100	10.0
\$5.00 - \$9.99	100	10.0
\$10.00 - \$14.99	100	10.0
\$15.00 - \$19.99	100	10.0
\$20.00 - \$24.99	100	10.0
\$25.00 - \$29.99	100	10.0
\$30.00 - \$34.99	100	10.0
\$35.00 - \$39.99	100	10.0
\$40.00 - \$44.99	100	10.0
\$45.00 - \$49.99	100	10.0
\$50.00 - \$54.99	100	10.0
\$55.00 - \$59.99	100	10.0
\$60.00 - \$64.99	100	10.0
\$65.00 - \$69.99	100	10.0
\$70.00 - \$74.99	100	10.0
\$75.00 - \$79.99	100	10.0
\$80.00 - \$84.99	100	10.0
\$85.00 - \$89.99	100	10.0
\$90.00 - \$94.99	100	10.0
\$95.00 - \$99.99	100	10.0
\$100.00 - \$104.99	100	10.0
\$105.00 - \$109.99	100	10.0
\$110.00 - \$114.99	100	10.0
\$115.00 - \$119.99	100	10.0
\$120.00 - \$124.99	100	10.0
\$125.00 - \$129.99	100	10.0
\$130.00 - \$134.99	100	10.0
\$135.00 - \$139.99	100	10.0
\$140.00 - \$144.99	100	10.0
\$145.00 - \$149.99	100	10.0
\$150.00 - \$154.99	100	10.0
\$155.00 - \$159.99	100	10.0
\$160.00 - \$164.99	100	10.0
\$165.00 - \$169.99	100	10.0
\$170.00 - \$174.99	100	10.0
\$175.00 - \$179.99	100	10.0
\$180.00 - \$184.99	100	10.0
\$185.00 - \$189.99	100	10.0
\$190.00 - \$194.99	100	10.0
\$195.00 - \$199.99	100	10.0
\$200.00 - \$204.99	100	10.0
\$205.00 - \$209.99	100	10.0
\$210.00 - \$214.99	100	10.0
\$215.00 - \$219.99	100	10.0
\$220.00 - \$224.99	100	10.0
\$225.00 - \$229.99	100	10.0
\$230.00 - \$234.99	100	10.0
\$235.00 - \$239.99	100	10.0
\$240.00 - \$244.99	100	10.0
\$245.00 - \$249.99	100	10.0
\$250.00 - \$254.99	100	10.0
\$255.00 - \$259.99	100	10.0
\$260.00 - \$264.99	100	10.0
\$265.00 - \$269.99	100	10.0
\$270.00 - \$274.99	100	10.0
\$275.00 - \$279.99	100	10.0
\$280.00 - \$284.99	100	10.0
\$285.00 - \$289.99	100	10.0
\$290.00 - \$294.99	100	10.0
\$295.00 - \$299.99	100	10.0
\$300.00 - \$304.99	100	10.0
\$305.00 - \$309.99	100	10.0
\$310.00 - \$314.99	100	10.0
\$315.00 - \$319.99	100	10.0
\$320.00 - \$324.99	100	10.0
\$325.00 - \$329.99	100	10.0
\$330.00 - \$334.99	100	10.0
\$335.00 - \$339.99	100	10.0
\$340.00 - \$344.99	100	10.0
\$345.00 - \$349.99	100	10.0
\$350.00 - \$354.99	100	10.0
\$355.00 - \$359.99	100	10.0
\$360.00 - \$364.99	100	10.0
\$365.00 - \$369.99	100	10.0
\$370.00 - \$374.99	100	10.0
\$375.00 - \$379.99	100	10.0
\$380.00 - \$384.99	100	10.0
\$385.00 - \$389.99	100	10.0
\$390.00 - \$394.99	100	10.0
\$395.00 - \$399.99	100	10.0
\$400.00 - \$404.99	100	10.0
\$405.00 - \$409.99	100	10.0
\$410.00 - \$414.99	100	10.0
\$415.00 - \$419.99	100	10.0
\$420.00 - \$424.99	100	10.0
\$425.00 - \$429.99	100	10.0
\$430.00 - \$434.99	100	10.0
\$435.00 - \$439.99	100	10.0
\$440.00 - \$444.99	100	10.0
\$445.00 - \$449.99	100	10.0
\$450.00 - \$454.99	100	10.0
\$455.00 - \$459.99	100	10.0
\$460.00 - \$464.99	100	10.0
\$465.00 - \$469.99	100	10.0
\$470.00 - \$474.99	100	10.0
\$475.00 - \$479.99	100	10.0
\$480.00 - \$484.99	100	10.0
\$485.00 - \$489.99	100	10.0
\$490.00 - \$494.99	100	10.0
\$495.00 - \$499.99	100	10.0
\$500.00 - \$504.99	100	10.0
\$505.00 - \$509.99	100	10.0
\$510.00 - \$514.99	100	10.0
\$515.00 - \$519.99	100	10.0
\$520.00 - \$524.99	100	10.0
\$525.00 - \$529.99	100	10.0
\$530.00 - \$534.99	100	10.0
\$535.00 - \$539.99	100	10.0
\$540.00 - \$544.99	100	10.0
\$545.00 - \$549.99	100	10.0
\$550.00 - \$554.99	100	10.0
\$555.00 - \$559.99	100	10.0
\$560.00 - \$564.99	100	10.0
\$565.00 - \$569.99	100	10.0
\$570.00 - \$574.99	100	10.0
\$575.00 - \$579.99	100	10.0
\$580.00 - \$584.99	100	10.0
\$585.00 - \$589.99	100	10.0
\$590.00 - \$594.99	100	10.0
\$595.00 - \$599.99	100	10.0
\$600.00 - \$604.99	100	10.0
\$605.00 - \$609.99	100	10.0
\$610.00 - \$614.99	100	10.0
\$615.00 - \$619.99	100	10.0
\$620.00 - \$624.99	100	10.0
\$625.00 - \$629.99	100	10.0
\$630.00 - \$634.99	100	10.0
\$635.00 - \$639.99	100	10.0
\$640.00 - \$644.99	100	10.0
\$645.00 - \$649.99	100	10.0
\$650.00 - \$654.99	100	10.0
\$655.00 - \$659.99	100	10.0
\$660.00 - \$664.99	100	10.0
\$665.00 - \$669.99	100	10.0
\$670.00 - \$674.99	100	10.0
\$675.00 - \$679.99	100	10.0
\$680.00 - \$684.99	100	10.0
\$685.00 - \$689.99	100	10.0
\$690.00 - \$694.99	100	10.0
\$695.00 - \$699.99	100	10.0
\$700.00 - \$704.99	100	10.0
\$705.00 - \$709.99	100	10.0
\$710.00 - \$714.99	100	10.0
\$715.00 - \$719.99	100	10.0
\$720.00 - \$724.99	100	10.0
\$725.00 - \$729.99	100	10.0
\$730.00 - \$734.99	100	10.0
\$735.00 - \$739.99	100	10.0
\$740.00 - \$744.99	100	10.0
\$745.00 - \$749.99	100	10.0
\$750.00 - \$754.99	100	10.0
\$755.00 - \$759.99	100	10.0
\$760.00 - \$764.99	100	10.0
\$765.00 - \$769.99	100	10.0
\$770.00 - \$774.99	100	10.0
\$775.00 - \$779.99	100	10.0
\$780.00 - \$784.99	100	10.0
\$785.00 - \$789.99	100	10.0
\$790.00 - \$794.99	100	10.0
\$795.00 - \$799.99	100	10.0
\$800.00 - \$804.99	100	10.0
\$805.00 - \$809.99	100	10.0
\$810.00 - \$814.99	100	10.0
\$815.00 - \$819.99	100	10.0
\$820.00 - \$824.99	100	10.0
\$825.00 - \$829.99	100	10.0
\$830.00 - \$834.99	100	10.0
\$835.00 - \$839.99	100	10.0
\$840.00 - \$844.99	100	10.0
\$845.00 - \$849.99	100	10.0
\$850.00 - \$854.99	100	10.0
\$855.00 - \$859.99	100	10.0
\$860.00 - \$864.99	100	10.0
\$865.00 - \$869.99	100	10.0
\$870.00 - \$874.99	100	10.0
\$875.00 - \$879.99	100	10.0
\$880.00 - \$884.99	100	10.0
\$885.00 - \$889.99	100	10.0
\$890.00 - \$894.99	100	10.0
\$895.00 - \$899.99	100	10.0
\$900.00 - \$904.99	100	10.0
\$905.00 - \$909.99	100	10.0
\$910.00 - \$914.99	100	10.0
\$915.00 - \$919.99	100	10.0
\$920.00 - \$924.99	100	10.0
\$925.00 - \$929.99	100	10.0
\$930.00 - \$934.99	100	10.0
\$935.00 - \$939.99	100	10.0
\$940.00 - \$944.99	100	10.0
\$945.00 - \$949.99	100	10.0
\$950.00 - \$954.99	100	10.0
\$955.00 - \$959.99	100	10.0
\$960.00 - \$964.99	100	10.0
\$965.00 - \$969.99	100	10.0
\$970.00 - \$974.99	100	10.0
\$975.00 - \$979.99	100	10.0
\$980.00 - \$984.99	100	10.0
\$985.00 - \$989.99	100	10.0
\$990.00 - \$994.99	100	10.0
\$995.00 - \$999.99	100	10.0
\$1000.00 - \$1004.99	100	10.0
\$1005.00 - \$1009.99	100	10.0
\$1010.00 - \$1014.99	100	10.0
\$1015.00 - \$1019.99	100	10.0
\$1020.00 - \$1024.99	100	10.0
\$1025.00 - \$1029.99	100	10.0
\$1030.00 - \$1034.99	100	10.0
\$1035.00 - \$1039.99	100	10.0
\$1040.00 - \$1044.99	100	10.0
\$1045.00 - \$1049.99	100	10.0
\$1050.00 - \$1054.99	100	10.0
\$1055.00 - \$1059.99	100	10.0
\$1060.00 - \$1064.99	100	10.0
\$1065.00 - \$1069.99	100	10.0
\$1070.00 - \$1074.99	100	10.0
\$1075.00 - \$1079.99	100	10.0
\$1080.00 - \$1084.99	100	10.0
\$1085.00 - \$1089.99	100	10.0
\$1090.00 - \$1094.99	100	10.0
\$1095.00 - \$1099.99	100	10.0
\$1100.00 - \$1104.99	100	10.0
\$1105.00 - \$1109.99	100	10.0
\$1110.00 - \$1114.99	100	10.0
\$1115.00 - \$1119.99	100	10.0
\$1120.00 - \$1124.99	100	10.0
\$1125.00 - \$1129.99	100	10.0
\$1130.00 - \$1134.99	100	10.0
\$1135.00 - \$1139.99	100	10.0
\$1140.00 - \$1144.99	100	10.0
\$1145.00 - \$1149.99	100	10.0
\$1150.00 - \$1154.99	100	10.0
\$1155.00 - \$1159.99	100	10.0
\$1160.00 - \$1164.99	100	10.0
\$1165.00 - \$1169.99	100	10.0
\$1170.00 - \$1174.99	100	10.0
\$1175.00 - \$1179.99	100	10.0
\$1180.00 - \$1184.99	100	10.0
\$1185.00 - \$1189.99	100	10.0
\$1190.00 - \$1194.99	100	10.0
\$1195.00 - \$1199.99	100	10.0
\$1200.00 - \$1204.99	100	10.0
\$1205.00 - \$1209.99	100	10.0
\$1210.00 - \$1214.99	100	10.0
\$1215.00 - \$1219.99	100	10.0
\$1220.00 - \$1224.99	100	10.0
\$1225.00 - \$1229.99	100	10.0
\$1230.00 - \$1234.99	100	10.0
\$1235.00 - \$1239.99	100	10.0
\$1240.00 - \$1244.99	100	10.0
\$1245.00 - \$1249.99	100	10.0
\$1250.00 - \$1254.99	100	10.0
\$1255.00 - \$1259.99	100	10.0
\$1260.00 - \$1264.99	100	10.0
\$1265.00 - \$1269.99	100	10.0
\$1270.00 - \$1274.99	100	10.0
\$1275.00 - \$1279.99	100	10.0
\$1280.00 - \$1284.99	100	10.0
\$1285.00 - \$1289.99	100	10.0
\$1290.00 - \$1294.99	100	10.0
\$1295.00 - \$1299.99	100	10.0
\$1300.00 - \$1304.99	100	10.0
\$1305.00 - \$1309.99	100	10.0
\$1310.00 - \$1314.99	100	10.0
\$1315.00 - \$1319.99	100	10.0
\$1320.00 - \$1324.99	100	10.0
\$1325.00 - \$1329.99	100	10.0
\$1330.00 - \$1334.99	100	10.0
\$1335.00 - \$1339.99	100	10.0
\$1340.00 - \$1344.99	100	10.0
\$1345.00 - \$1349.99	100	10.0
\$1350.00 - \$1354.99	100	10.0
\$1355.00 - \$1359.99	100	10.0
\$1360.00 - \$1364.99	100	10.0
\$1365.00 - \$1369.99	100	10.0
\$1370.00 - \$1374.99	100	10.0
\$1375.00 - \$1379.99	100	10.0
\$1380.00 - \$1384.99	100	10.0
\$1385.00 - \$1389.99	100	10.0
\$1390.00 - \$1394.99	100	10.0
\$1395.00 - \$1399.99	100	10.0
\$1400.00 - \$1404.99	100	10.0
\$1405.00 - \$1409.99	100	10.0
\$1410.00 - \$1414.99	100	10.0

TABLE 5  
Frequency Distribution and Percentage of Price  
Ranges Paid for Sportswear

Garment	Price Range	Frequency	Percentage
SKIRTS			
Winter	Under \$3.00	11	0.7
	\$3.01-\$6.00	110	6.8
	\$6.01-\$12.00	602	37.5
	\$12.01-\$15.00	602	37.5
	\$15.01-\$20.00	236	14.8
	Over \$20.01	16	1.0
	Two ranges checked	27	1.7
	Total	1604	100.0
Summer	Under \$3.00	59	3.7
	\$3.01-\$6.00	321	20.0
	\$6.01-\$12.00	898	56.0
	\$12.01-\$15.00	276	17.2
	\$15.01-\$20.00	41	2.6
	Over \$20.01	1	0.1
	Two ranges checked	8	0.4
	Total	1604	100.0



TABLE 5 (continued)

Garment	Price Range	Frequency	Percentage
BLOUSES	Under \$3.00	73	4.6
	\$3.01-\$6.00	986	61.5
	\$6.01-\$12.00	505	31.5
	\$12.01-\$15.00	13	0.8
	\$15.01-\$20.00	2	0.1
	Over \$20.01	2	0.1
	Two ranges checked	23	1.4
	Total	1604	100.0
PANTS			
Winter	Under \$3.00	12	0.7
	\$3.01-\$6.00	151	9.4
	\$6.01-\$12.00	579	36.1
	\$12.01-\$15.00	534	33.3
	\$15.01-\$20.00	277	17.3
	Over \$20.01	33	2.1
	Two ranges checked	18	1.1
	Total	1604	100.0

TABLE 5 (continued)

Garment	Price Range	Frequency	Percentage
Summer	Under \$3.00	69	4.3
	\$3.01-\$6.00	497	31.0
	\$6.01-\$12.00	745	46.4
	\$12.01-\$15.00	230	14.3
	\$15.01-\$20.00	41	2.6
	Over \$20.01	7	0.4
	Two ranges checked	15	1.0
Total		1604	100.0

#### Preferences for Standard Features of Female Sportswear

This section gives the standard features that were preferred by the sample in this study for skirts, blouses, and bifurcated outer garments.

Skirts. The A-line silhouette was preferred by 91.1% of the respondents. A possible reason for this is that the A-line silhouette had been in fashion and had remained so during 1967, the time the study was made. A waistband was preferred by 41.1% of the subjects. There was no stated preference for one fabric design, listed on the questionnaire as figured, plaid, or solid color. A skirt opening on

the left side was preferred by 35.5% and an opening at the center back by 30.4% of the respondents. Pockets were preferred by 58.3%, and of this group, 35.7% preferred the pocket concealed in the side seam. A dislike of skirt pockets was stated by 26.7% of the respondents.

In response to the question about permanent press finishes, 59.9% preferred a skirt with such a finish and 53.1% indicated willingness to pay the additional price for a skirt with a permanent press finish.

Table 6 shows the frequency distribution and percentage of preference for the selected standard features of skirts.

TABLE 6  
Frequency Distribution and Percentage of Preferences  
for Standard Features of Skirts

Feature	Frequency	Percentage
SILHOUETTE		
A-line	1460	91.1
Straight	28	1.7
Pleated	11	0.7
Two styles checked	29	1.8
No preference	76	4.7
Total	1604	100.0

TABLE 6 (continued)

Feature	Frequency	Percentage
FABRIC DESIGN		
Figured	19	1.2
Plaid	366	22.8
Solid color	555	34.6
Two designs checked	82	5.1
No preference	582	36.3
Total	1604	100.0
SKIRT OPENING		
Left side	596	35.5
Center front	92	5.7
Center back	488	30.4
Two openings checked	52	3.2
No preference	403	25.2
Total	1604	100.0
POCKETS		
Patch	42	2.6
Concealed in side seam	572	35.7
Welt	96	5.9
Flap	56	3.5
Two styles checked	38	2.3

TABLE 6 (continued)

Feature	Frequency	Percentage
POCKETS (continued)		
Three styles checked	44	2.8
Dislike pockets in skirts	427	26.7
No preference	329	20.5
Total	1604	100.0
WAISTBAND		
Yes	660	41.1
No	519	32.4
No preference	425	26.5
Total	1604	100.0
BELT		
Yes	479	29.9
No	673	41.9
No preference	452	28.2
Total	1604	100.0

TABLE 6 (continued)

Feature	Frequency	Percentage
PERMANENT PRESS FINISH		
Yes	961	59.9
No	188	11.7
No preference	455	28.3
Total	1604	100.0
INCREASED GARMENT PRICE FOR FINISH		
Yes	851	53.1
No	510	31.8
No preference	243	15.0
Total	1604	100.0
POCKETS		
Yes	934	58.3
No	427	26.7
No preference	243	15.0
Total	1604	100.0

Blouses. A blouse of a woven fabric rather than a knit fabric was preferred by 85.9% of the subjects. A figured fabric was preferred by 36.6% and a solid color by 49.9% of the subjects. A blouse that



could be worn either tucked in or out was preferred by 70.8%. The majority of the subjects (54.3%) preferred a blouse which closed down the front while 38.8% indicated that they had no preference for either the front or back closing. The two collar styles most preferred were bermuda (37.7%) and the button-down (24.5%). A collarless blouse was preferred by 17.2% of the subjects. The blouse sleeve lengths most preferred by the respondents for winter wear were long (71.0%) and short (15.7%). For summer the most preferred lengths were sleeveless (44.9%) and short (39.3%). On a long sleeve blouse the band cuff was preferred to the French cuff by 77.0% of the subjects.

In response to the question about permanent press finishes, 64.6% said they preferred a blouse with such a finish and 49.9% indicated that they would be willing to pay more for a blouse with a permanent press finish.

Table 7 gives the frequency distribution and percentage of preference for the selected standard features of blouses.

TABLE 7  
Frequency Distribution and Percentage of Preferences  
for Standard Features of Blouses

Feature	Frequency	Percentage
FABRIC CONSTRUCTION		
Knit	200	12.5
Woven	1377	85.9
No preference	27	1.6
Total	1604	100.0
FABRIC DESIGN		
Figured	587	36.6
Plaid	41	2.6
Solid color	799	49.9
Two designs checked	127	7.9
No preference	50	3.0
Total	1604	100.0
HOW WORN		
Tucked in	360	22.5
As over-blouse	87	5.4
Either in or out	1157	72.1
Total	1604	100.0

TABLE 7 (continued)

Feature	Frequency	Percentage
SLEEVE LENGTHS		
Owned*		
Long	1515	94.4
3/4 length	788	49.1
Short	1420	88.5
Sleeveless	1285	80.1
Worn in summer		
Long	36	2.2
3/4 length	87	5.4
Short	631	39.3
Sleeveless	720	44.9
Two lengths checked	121	7.6
Three lengths checked	9	0.6
Total	1604	100.0
Worn in winter		
Long	1136	71.0
3/4 length	88	5.5
Short	252	15.7
Sleeveless	10	0.6

\*Each choice could have been checked by all (1604) subjects.

TABLE 7 (continued)

Feature	Frequency	Percentage
SLEEVE LENGTHS		
Worn in winter (continued)		
Two lengths checked	100	0.2
Three lengths checked	15	1.0
Total	1604	100.0
COLLAR STYLES*		
Convertible	128	4.0
Button-down	744	23.2
Bermuda	1145	35.7
Mandarin	48	1.5
Turtle neck	274	8.5
Collarless	524	16.3
No preference	345	10.8
Total	3208	100.0
CUFF		
French	114	7.1
Band	1233	77.0
No preference	257	15.9
Total	1604	100.0

\*Two choices were requested thus giving a total of 3208.

TABLE 7 (continued)

Feature	Frequency	Percentage
CLOSING		
Front	870	54.3
Back	110	6.9
No preference	624	38.8
Total	1604	100.0
PERMANENT PRESS FINISH		
Yes	1036	64.5
No	150	9.4
No preference	418	26.1
Total	1604	100.0
INCREASED GARMENT PRICE FOR FINISH		
Yes	800	49.9
No	442	27.6
No preference	362	22.5
Total	1604	100.0

Bifurcated Outer Garments. A solid color fabric was preferred by 47.2% of the subjects for bifurcated outer garments. Another 30.8% said they had no preference for any of the fabric designs listed. As to

whether a rough or smooth textured fabric was preferred, no preference was indicated.

The respondents preferred bifurcated outer garments which closed on the left side (38.2%) or down the center front (34.6%). A waistband was preferred by 80.7% and a belt by 43.5% of the respondents. Pockets were preferred by 83.5% of the subjects and of these 58.6% preferred the pocket concealed in the side seam. A slim cut garment was preferred over a fuller cut by 64.0% of the respondents. The non-western style garment was preferred over the western style by 42.4% of the subjects.

Preference for the permanent press finish was indicated by 58.4% of the subjects and 48.5% of these indicated a willingness to pay a higher price for a bifurcated outer garment with such a finish.

Stretch bifurcated outer garments were owned by 36.5% of the subjects, but only 18.4% of this group preferred the stretch over the non-stretch garment. In response to the question about stirrups on the stretch bifurcated outer garments, 46.5% indicated that they would prefer such a garment without the stirrups. A combination of length-wise and crosswise stretch was preferred by 51.7% of the subjects.

The lengths most often owned were the slacks (37.1%) and the jamaica or bermuda length (36.5%). In the summer 81.2% of the respondents indicated they preferred to wear the jamaica or bermuda length. For winter wear 94.3% of the subjects indicated they wore both the slacks and jamaica or bermuda lengths.

Table 8 gives the frequency distribution and percentage of preferences for the selected standard features of bifurcated outer



garments.

TABLE 8

Frequency Distribution and Percentage of Preferences for  
Standard Features of Bifurcated Outer Garments

Feature	Frequency	Percentage
CLOSING		
Left side	613	38.2
Center front	555	34.6
Center back	114	7.1
Two closings checked	20	1.1
No preference	302	18.9
Total	1604	100.0
FABRIC DESIGN		
Figured	16	1.0
Plaid	279	17.4
Solid color	756	47.2
Two designs checked	57	3.5
No preference	496	30.9
Total	1604	100.0
FABRIC TEXTURE		
Rough	378	23.6

TABLE 8 (continued)

Feature	Frequency	Percentage
FABRIC TEXTURE (continued)		
Smooth	549	34.2
No preference	677	42.2
Total	1604	100.0
POCKETS		
Patch	159	9.9
Concealed in side seam	930	57.9
Watch	17	1.0
Welt	77	4.8
Two styles checked	193	12.1
Three styles checked	3	0.2
Dislike pockets in bifurcated outer garments	160	10.0
No preference	65	4.1
Total	1604	100.0
PANTS LENGTHS		
Owned*		
Shorts	527	32.8
Jamaica or bermuda	1537	95.8

\*Each choice could have been checked by all (1604) subjects.

TABLE 8 (continued)

Feature	Frequency	Percentage
PANTS LENGTHS (continued)		
Knee pant	498	31.0
Knickers	90	5.6
Slacks	1564	97.5
Worn in summer		
Shorts	92	5.7
Jamaica or bermuda	1303	81.3
Knee pant	82	5.1
Knickers	3	0.2
Slacks	31	1.9
Two lengths checked	77	4.8
Three lengths checked	16	1.0
Total	1604	100.0
Worn in winter		
Shorts	34	2.1
Jamaica or bermuda	4	0.2
Knee pant	23	1.8
Knickers	13	0.8
Slacks	4	0.2
Two lengths checked	1513	94.3
Three lengths checked	8	0.6
Total	1604	100.0

TABLE 8 (continued)

Feature	Frequency	Percentage
OWN STRETCH PANTS		
Yes	522	36.5
No	1022	63.5
Total	1604	100.0
STRETCH OVER NON-STRETCH*		
Yes	110	18.4
No	380	66.4
No preference	72	15.2
Total	582	100.0
LENGTHWISE STRETCH WITH STIRRUPS*		
Yes	226	40.0
No	269	46.5
No preference	87	14.5
Total	582	100.0
LENGTHWISE OVER CROSSWISE STRETCH*		
Yes	203	35.0
No	200	34.3
No preference	179	30.7
Total	582	100.0

\*n=582 (number of subjects who owned stretch pants and who qualified to answer the questions)

TABLE 8 (continued)

Feature	Frequency	Percentage
COMBINATION OF LENGTHWISE AND CROSSWISE STRETCH*		
Yes	300	51.7
No	104	17.7
No preference	178	30.6
Total	582	100.0
WAISTBAND		
Yes	1293	80.7
No	117	7.3
No preference	194	12.0
Total	1604	100.0
BELT		
Yes	697	43.5
No	553	34.5
No preference	354	22.0
Total	1604	100.0
WESTERN STYLE		
Yes	432	27.0
No	678	42.4
No preference	494	30.6
Total	1604	100.0

\*n=582 (number of subjects who owned stretch pants and who qualified to answer the questions)

TABLE 8 (continued)

Feature	Frequency	Percentage
SLIM CUT		
Yes	1024	64.0
No	357	22.4
No preference	223	13.6
Total	1604	100.0
PERMANENT PRESS FINISH		
Yes	933	58.4
No	216	13.5
No preference	455	28.1
Total	1604	100.0
PAY MORE FOR GARMENT WITH FINISH		
Yes	773	48.5
No	505	31.7
No preference	326	19.8
Total	1604	100.0
POCKETS		
Yes	1330	83.5
No	160	10.0
No preference	114	6.5
Total	1604	100.0



### Correlational Analysis

Class rank of the respondents and the position in which the ranked factors were believed to be major considerations when buying sportswear were correlated. No significant relationships were found at the .05 level.

The college majors of the respondents were correlated to the positions in which the factors believed to be major considerations when buying sportswear were ranked. No significant relationships were found except for garment appearance on counter in the ninth position. All majors except education majors had significant correlations at the .05 level for garment appearance on counter in the ninth position.

Family income was correlated with the frequency of wearing sportswear and several significant relationships were found. The \$12,001-\$15,000 and the \$18,001-\$21,000 incomes classes were significantly related to frequency of wearing sportswear daily.

Significant relationships were also found between wearing sportswear daily and wearing it several days a week and the \$15,001-\$18,000, \$21,001-\$25,000, \$30,001-\$40,000, and the Over \$40,001 income classes. These relationships may indicate that the upper income families more often participated in activities that required the wearing of sportswear than the lower income classes, or that the upper income families had more money available for sportswear clothing.

No significant relationship was found between place of residence and stores patronized.

Factors believed to be major considerations when buying sportswear

were correlated with the family income classes and no significant relationships were found among any of the income classes and the positions in which color, price, style, care required, and brand were placed.

Becomingness in the first position and fit in the second position were significantly related to the income classes above and including \$15,001 with the exception of the \$25,001-\$30,000 income class.

Special finishes in the seventh position was significantly related to the \$21,001-\$25,000 and Over \$40,001 income classes, but the \$30,001-\$40,000 income class was significantly related to it in the eighth position.

All income levels were significantly related to appearance of garment on counter in the ninth position except the \$21,001-\$25,000, \$25,001-\$30,000, and Do Not Know income classes.

When sources of information about sportswear styles were correlated with annual family income, no significant relationships were found.

Family income and price ranges paid for sportswear were correlated. Significance at the .05 level was found among winter skirts costing \$6.01-\$12.00 and \$12.01-\$15.00 and the \$15,001-\$18,000, \$18,001-\$21,000, \$21,001-\$25,000, \$30,001-\$40,000 and Over \$40,001 income classes.

Summer skirts costing \$6.01-\$12.00 were related significantly to all income classes except the \$3,001-\$6,000, \$6,001-\$9,000,

\$25,001-\$30,000, and Do Not Know classes.

Winter bifurcated outer garments costing \$6.01-\$12.00 were significantly related to the income classes above and including \$18,001 with the exception of the \$25,001-\$30,000 income class. The \$30,001-\$40,000 income class was also significantly related to winter bifurcated outer garments costing \$12.01-\$15.00.

Summer bifurcated outer garments costing \$6.01-\$12.00 were significantly related to the income classes above and including \$12,001 with the exception of the \$25,001-\$30,000 income class.

These data appear to present evidence that families with higher incomes, and therefore greater discretionary income, are willing to spend proportionately more for sportswear than families with incomes below \$12,001.

## CHAPTER V

### SUMMARY

The major objective of this study was to determine the standard features of blouses, skirts, and bifurcated outer garments preferred by a group of college women. Additional objectives were to determine (1) the major sources of information about new styles in sportswear; (2) the order of importance of the following factors considered when buying sportswear: garment appearance on counter, color, price, fit, becomingness, style, brand, special finishes, and care required; (3) the correlational significance between family income and a) sources of learning about new styles in sportswear, b) the frequency of wearing sportswear, c) the price paid for blouses, skirts, and bifurcated outer garments, and d) the factors considered when buying sportswear; (4) the correlational significance between major in college and the factors considered when buying sportswear; and (5) the correlational significance between place of residence, designated as rural, urban, and suburban, and type of store in which sportswear is purchased.

The review of related literature was concerned with the history of marketing research, its importance to industry, and consumer preference studies.

Marketing research was conducted as early as Biblical times, although it was the early twentieth century before the more sophisticated methods of research used today began to appear. Marketing

research is important to industry because when used effectively, the number of product failures is reduced and this in turn helps reduce overall production costs and enables the producer to create end products which more nearly meet the consumers' desires. Consumer preference studies are a means by which some companies and independent organizations determine the specifications and features of their products. Some of the studies have been concerned strictly with preferences while others have attempted to relate preferences to selected personality characteristics.

For this study the subjects were female undergraduate dormitory residents on the campus of the University of North Carolina at Greensboro.

A questionnaire developed for this study was used for the collection of data.

An analysis of the data gathered from the questionnaires revealed that not all of the hypotheses were confirmed.

Hypothesis 1--There will be differences in stated preferences for standard features of female sportswear.

This hypothesis was confirmed. The preferred skirt features included the A-line silhouette, a waistband, and pocket(s) concealed in the side seam(s).

The blouse features preferred were a front closing, a solid color or figured fabric, either bermuda or buttondown collar styles, and long sleeves in winter and sleeveless in summer.



Preferences were indicated for the following features of bifurcated outer garments: a waistband, a left side or front closing, and pocket(s) concealed in the side seam(s). Stretch garments were owned by only one-third of the subjects and less than one-fifth of this group preferred the stretch to the non-stretch garment. The combination of lengthwise and crosswise stretch was preferred over the one-way stretch garments.

Hypothesis 2--Family income will be related to one or more of the following: sources of learning about new styles in sportswear; the frequency of wearing sportswear; the price paid for blouses, skirts, and bifurcated outer garments; and the factors considered when buying sportswear, given as garment appearance on counter, color, price, fit, becomingness, style, brand, special finishes, and care required.

No significant relationships existed between family income and sources of learning about new styles in sportswear.

The relationship between family income and frequency of wearing sportswear was partially confirmed for families with incomes above and including \$12,001 for wearing sportswear daily and several days a week.

Price ranges paid for sportswear were related to family income classes above and including \$15,001 and skirts costing \$6.01-\$12.00, blouses costing \$3.01-\$6.00, and bifurcated outer garments costing \$6.01-\$12.00. The \$25,001-\$30,000 income class was an exception as it was not statistically significant.

Certain factors considered when buying sportswear were significantly related to at least some of the incomes above and



including \$15,001. These factors were becomingness, fit, special finishes, and appearance of garment on counter.

Hypothesis 3--The major in college will be related to one or more of the following factors considered when buying sportswear: garment appearance on counter; color; price; fit; becomingness; style; brand; special finishes; and care required.

This hypothesis was confirmed only for appearance of garment on counter. The education major was the only major which did not correlate significantly with garment appearance on counter.

These data gave evidence that the appearance of a garment on the counter was one of the least important factors considered when buying sportswear.

Hypothesis 4--The place of residence, such as rural, urban, or suburban, of the respondents will be related to the type of store in which sportswear is purchased.

This hypothesis was not confirmed, as no significant relationship was found.

#### Recommendations

On the basis of this study the following recommendations are made:

1. Further research could include subjects from other areas of the country.

2. A similar questionnaire could be used to determine the extent of acceptance of new styles and design innovations.
3. A similar questionnaire could be used to determine the preferences for standard features of sportswear for post-college women and/or those with a more mature figure.
4. A longitudinal study could be conducted to determine whether preferences change or remain the same over a period of years.
5. Research should be conducted in the area of motivational research in an attempt to discover why certain standard features of female sportswear are preferred.
6. A comparative study between stated preferences as indicated by a questionnaire and an actual inventory of clothing owned would provide information on the reliability of preference studies.

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## APPENDIX A

## Instructions for Survey Questionnaire

This is a study pertaining to the buying of sportswear. Your cooperation is requested in filling out the attached survey sheets. Do not sign your name as all information is confidential.

For this study the term sportswear refers to skirts, blouses, and pants appropriate for such activities as picnicking, bowling, hiking, or relaxing.

Most questions require only one answer. Place a check (✓) in the blank which indicates your preference. Write or print the answers to all other questions. It is important that you answer all questions and that your answers be as accurate as possible.

Disregard the numbers in parentheses preceding many of the blanks. These numbers are for coding purposes to be used with the computational analyses.

Thank you for filling out the survey.

## APPENDIX B

## Survey Questionnaire of Sportswear Buying Preferences

1. Class: Fr. (1)\_\_\_\_ Soph. (2)\_\_\_\_ Jr. (3)\_\_\_\_ Sr. (4)\_\_\_\_  
Age\_\_\_\_\_ Major\_\_\_\_\_
2. What is the approximate annual income of your family?  
\$0-\$3,000 (10)\_\_\_\_ \$3,001-\$6,000 (20)\_\_\_\_  
\$6,001-\$9,000 (30)\_\_\_\_ \$9,001-\$12,000 (40)\_\_\_\_  
\$12,001-\$15,000 (50)\_\_\_\_ \$15,001-\$18,000 (60)\_\_\_\_  
\$18,001-\$21,000 (70)\_\_\_\_ \$21,001-\$25,000 (80)\_\_\_\_  
\$25,001-\$30,000 (90)\_\_\_\_ \$30,001-\$40,000 (11)\_\_\_\_  
Over \$40,001 (12)\_\_\_\_ Do Not Know (13)\_\_\_\_
3. Title of the principal breadwinner's occupation.  
\_\_\_\_\_  
Give a brief description of the duties connected with this occupation.  
  
Is there any other income besides that of the breadwinner's?  
Yes\_\_\_\_ No\_\_\_\_
4. Do you live in an urban (1)\_\_\_\_, suburban (2)\_\_\_\_, or rural (3)\_\_\_\_ area?
5. Do you make (1)\_\_\_\_ or buy (2)\_\_\_\_ most of your sportswear?
6. Do you buy most of your sportswear in Greensboro (1)\_\_\_\_ or in or near your home town (2)\_\_\_\_?



7. Do you participate in activities which require that you wear sportswear? Often (1)\_\_\_\_ Seldom (2)\_\_\_\_ Never (3)\_\_\_\_
8. How often do you wear sportswear? Daily (1)\_\_\_\_ Several days a week (2)\_\_\_\_ Once a week (3)\_\_\_\_ Several times a month (4)\_\_\_\_ Never (5)\_\_\_\_
9. For what activities do you wear sportswear? Sports (1)\_\_\_\_ Relaxation (2)\_\_\_\_ Outings such as camping, picnicking, etc. (3)\_\_\_\_ Others (list) (4)\_\_\_\_\_
10. Which of the following are sources from which you learn about new styles in sportswear? (May check several)
- |                                |   |
|--------------------------------|---|
| Radio (10)_____                | Magazines (60)_____                       |
| T V (20)_____                  | Store window displays (70)_____           |
| Direct word-of-mouth (30)_____ | Mail order catalogue (80)_____            |
| Newspapers (40)_____           | Movies (90)_____                          |
| Fashion shows (50)_____        | Observation of other's clothing (11)_____ |
| Others (list) (00)_____        |   |
11. Where do you usually buy your sportswear? (May check several)
- |                                 |                                      |
|---------------------------------|--------------------------------------|
| Department store (1)_____       | Discount store (4)_____              |
| Mail order (catalogue) (2)_____ | Manufacturers' outlet store (5)_____ |
| Specialty store (3)_____        |                                      |
12. Rank by number each of the following choices in the order of most to least importance to you when you are buying sportswear.
- |                                     |             |
|-------------------------------------|-------------|
| Garment appearance on counter _____ | Style _____ |
|-------------------------------------|-------------|

Color\_\_\_\_\_ Brand\_\_\_\_\_

Price\_\_\_\_\_ Special finishes\_\_\_\_\_

Fit\_\_\_\_\_ Care required\_\_\_\_\_

Becomingness\_\_\_\_\_ Others (list) (0)\_\_\_\_\_

13. What price do you usually pay for the following:

SKIRTS

<u>Winter</u>	Under \$3.00 (1)_____	\$3.01-\$6.00 (2)_____
	\$6.01-\$12.00 (3)_____	\$12.01-\$15.00 (4)_____
	\$15.01-\$20.00 (5)_____	Over \$20.01 (6)_____
<u>Summer</u>	Under \$3.00 (1)_____	\$3.01-\$6.00 (2)_____
	\$6.01-\$12.00 (3)_____	\$12.01-\$15.00 (4)_____
	\$15.01-\$20.00 (5)_____	\$Over \$20.01 (6)_____

BLOUSES

Under \$3.00 (1)_____	\$3.01-\$6.00 (2)_____
\$6.01-\$12.00 (3)_____	\$12.01-\$15.00 (4)_____
\$15.01-\$20.00 (5)_____	\$Over \$20.01 (6)_____

PANTS

<u>Winter</u>	Under \$3.00 (1)_____	\$3.01-\$6.00 (2)_____
	\$6.01-\$12.00 (3)_____	\$12.01-\$15.00 (4)_____
	\$15.01-\$20.00 (5)_____	Over \$20.01 (6)_____
<u>Summer</u>	Under \$3.00 (1)_____	\$3.01-\$6.00 (2)_____
	\$6.01-\$12.00 (3)_____	\$12.01-\$15.00 (4)_____
	\$15.01-\$20.00 (5)_____	Over \$20.01 (6)_____

14. Do you buy sportswear by brand names? Yes (1)\_\_\_\_\_ No (2)\_\_\_\_\_

15. What brands of the following do you usually buy?

Skirts \_\_\_\_\_

Blouses \_\_\_\_\_

Pants \_\_\_\_\_

### SKIRTS

16. Do you prefer A-line skirts (1)\_\_\_\_, straight skirts (2)\_\_\_\_, or pleated skirts (3)\_\_\_\_? No preference (4)\_\_\_\_
17. Do you prefer skirts made of a figured (1)\_\_\_\_, plaid (2)\_\_\_\_, or solid color (3)\_\_\_\_ fabric? No preference (4)\_\_\_\_.
18. Do you prefer skirts opening on the left side (1)\_\_\_\_, down the center front (2), or down the center back (3)? No preference (4)\_\_\_\_

19. Do you prefer skirts with a waistband?

20. Do you prefer skirts with a belt?

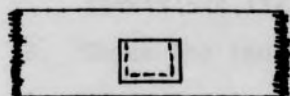
21. Do you prefer skirts made with a fabric having a permanent press finish?

Would you be willing to pay more for a skirt with a permanent press finish?

22. Do you like pockets in a skirt?

Yes (1)	No (2)	No Preference (3)

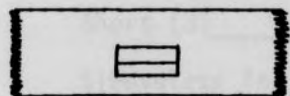
If so, which type?



Patch pocket (1)\_\_\_\_\_



Pocket concealed in side seam (2)\_\_\_\_\_



Welt pocket (3)\_\_\_\_\_



Flap pocket (4)\_\_\_\_\_

No preference (5)\_\_\_\_\_

### BLOUSES

23. Do you prefer blouses of a knit (1)\_\_\_\_\_ or woven (2)\_\_\_\_\_ fabric?
24. Do you prefer blouses of a figured (1)\_\_\_\_\_, plaid (2)\_\_\_\_\_, or solid color (3)\_\_\_\_\_ fabric?
25. Do you prefer a blouse that is to be worn always tucked in (1)\_\_\_\_\_, only as an over-blouse (2)\_\_\_\_\_, or either worn in or out (3)\_\_\_\_\_?
26. Do you prefer a blouse that closes down the front (1)\_\_\_\_\_ or down the back (2)\_\_\_\_\_? No preference (3)\_\_\_\_\_
27. Do you prefer blouses with a permanent press finish? Yes (1)\_\_\_\_\_ No (2)\_\_\_\_\_ No preference (3)\_\_\_\_\_
- Are you willing to pay more for a blouse with a permanent press finish? Yes (1)\_\_\_\_\_ No (2)\_\_\_\_\_ No preference (3)\_\_\_\_\_
28. A. Check the blouse sleeve lengths you own.
- Long (1)\_\_\_\_\_
- 3/4 length (2)\_\_\_\_\_

Short (3)\_\_\_\_\_

Sleeveless (4)\_\_\_\_\_

B. Check the length you prefer to wear in the summer.

Long (1)\_\_\_\_\_

3/4 length (2)\_\_\_\_\_

Short (3)\_\_\_\_\_

Sleeveless (4)\_\_\_\_\_

C. Check the length you prefer to wear in the winter. (Check one)

Long (1)\_\_\_\_\_

3/4 length (2)\_\_\_\_\_

Short (3)\_\_\_\_\_

Sleeveless (4)\_\_\_\_\_

29. Which two collar styles do you prefer?



Convertible (1)\_\_\_\_\_



Bermuda (3)\_\_\_\_\_



Turtle neck (5)\_\_\_\_\_



Button-down (2)\_\_\_\_\_



Mandarin (4)\_\_\_\_\_



Collarless (6)\_\_\_\_\_

30. Which cuff type do you prefer on a long sleeve blouse?



French (1) \_\_\_\_\_



Band (2) \_\_\_\_\_

No preference (3) \_\_\_\_\_

### PANTS

31. Do you prefer pants opening on the left side (1) \_\_\_\_\_, center front (2) \_\_\_\_\_, or center back (3) \_\_\_\_\_? No preference (4) \_\_\_\_\_
32. Do you prefer pants that are made of a figured (1) \_\_\_\_\_, plaid (2) \_\_\_\_\_, or solid color (3) \_\_\_\_\_ fabric? No preference (4) \_\_\_\_\_
33. Do you prefer a rough (1) \_\_\_\_\_ or smooth (2) \_\_\_\_\_ textured fabric? No preference (3) \_\_\_\_\_

34. Do you own any stretch pants?  
If not, omit questions 35-38.
35. Do you prefer stretch pants over the non-stretch?
36. Do you prefer the lengthwise stretch with stirrups?
37. Do you prefer a lengthwise stretch over the crosswise stretch?
38. Do you prefer a combination of crosswise and lengthwise stretch?

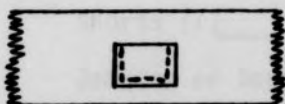
Yes (1)	No (2)	No Preference (3)



39. Do you prefer pants with a waistband?
40. Do you prefer pants with a belt
41. Do you prefer the western style pants over other styles?
42. Do you prefer the slim cut pants?
43. Do you prefer pants with a permanent press finish?
- Are you willing to pay more for pants with a permanent press finish?
44. Do you like pockets in your pants?

Yes (1)	No (2)	No Preference (3)

If so, which type?



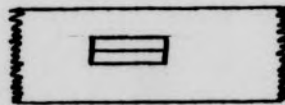
Patch pocket (1)\_\_\_\_\_



Pocket concealed in side seam (2)\_\_\_\_\_



Watch pocket (3)\_\_\_\_\_



Welt pocket (4)\_\_\_\_\_

No preference (5)\_\_\_\_\_

45. Refer to chart for help in answering these questions.

A. Check the lengths of pants you own.

Shorts (1) \_\_\_\_\_

Jamaica or bermuda (2) \_\_\_\_\_

Knee pants (3) \_\_\_\_\_

Knickers (4) \_\_\_\_\_

Slacks (5) \_\_\_\_\_

B. Check the length you prefer to wear in the summer.

(Check one)

Shorts (1) \_\_\_\_\_

Jamaica or bermuda (2) \_\_\_\_\_

Knee pants (3) \_\_\_\_\_

Knickers (4) \_\_\_\_\_

Slacks (5) \_\_\_\_\_

C. Check the length you prefer to wear in the winter. (Check one)

Shorts (1) \_\_\_\_\_

Jamaica or bermuda (2) \_\_\_\_\_

Knee pants (3) \_\_\_\_\_

Knickers (4) \_\_\_\_\_

Slacks (5) \_\_\_\_\_



Shorts

Jamaica or  
bermuda

Knee pants

Knickers

Slacks

## APPENDIX C

## Introduction for the Administration of the Survey Questionnaire

This questionnaire is part of a graduate study pertaining to the sportswear preferences of college women. All undergraduate, female dormitory residents are asked to participate in the study by filling in the questionnaire.

Because style features of sportswear change rapidly, this study is concerned with the basic features of the garment itself. By determining what you, the consumer, want in your sportswear, it may be possible for the manufacturer to offer a greater selection of garments which have the features you prefer.

Please read the instructions carefully before answering the questionnaire. Do not sign your name as all information is confidential. The results of this survey will be made available to you as soon as possible.